

# Amazon Ads vs. the Digital Ad Market

By Russ Dieringer // February 12, 2024 // Briefings, Forecasts, Research

*Should we be putting more or less of our digital ad budget into Amazon?*

That's a common and complex question retail leaders are asking themselves.

It requires a deep knowledge of your own goals and performance across platforms.

But from a market level, we can look at the recent results and forecasts for Amazon Ads, Meta, Google, Snap and Pinterest to understand the health of the digital ad market and Amazon's position within it.

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